

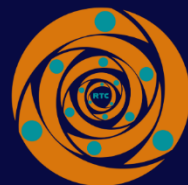
# RTC



A PAMPHLET ON

# Using for Fundraising

EDITION 2024





# RIGHT TO CONNECT RTC

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## FOLLOW US ON SOCIAL MEDIA

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Facebook is a leading social networking platform worldwide, boasting a user base that is the most demographically diverse among online platforms. This diversity is reflected across various dimensions including age, race, socioeconomic status, gender, and geographic locations spanning rural to urban areas, mirroring the global society at large. Notably, three-quarters of Facebook users access the platform via mobile devices, with more than two-thirds logging in daily. Given this, Facebook is an essential platform for engaging with donors and supporters of nonprofit organizations, making it a key strategic focus for social media initiatives.

As Facebook approaches its 20th anniversary in 2024, the tools it offers, such as the Facebook Page toolkit, have seen considerable advancements alongside the evolution of best practices. Utilizing Facebook effectively can enhance your online brand presence, foster a supportive community for your causes, and drive referral traffic to your initiative. However, the success of your strategy on Facebook hinges on investments in quality graphic design, compelling content creation, and possibly advertising, as the platform, while powerful, is not a panacea for all challenges.

## Facebook for Nonprofits and Charities

Facebook for Nonprofits and Charities offers a robust platform to engage with their communities, raise awareness, and amplify their causes. With its vast global user base, Facebook provides nonprofits and charities with an unparalleled opportunity to reach potential donors, volunteers, and advocates. The platform offers various tools specifically designed to help organizations connect with their audience. Features like donation buttons and fundraising pages make it easy for supporters to contribute directly to causes without leaving the site, thereby increasing the likelihood of donations.





Another significant advantage of using Facebook is its ability to target specific demographics through sponsored posts and ads. Nonprofits can utilize Facebook's sophisticated ad targeting

tools to reach a more precise audience who may be interested in their mission. This targeted approach not only enhances the effectiveness of campaigns but also optimizes the use of resources, ensuring that messages reach individuals who are



more likely to engage or donate. By using Facebook's analytics tools, organizations can track engagement and refine their strategies over time to improve outcomes.

Community building is at the heart of Facebook's offering for nonprofits. Through groups and events, organizations can create spaces for discussions, share updates, and coordinate activities. These tools

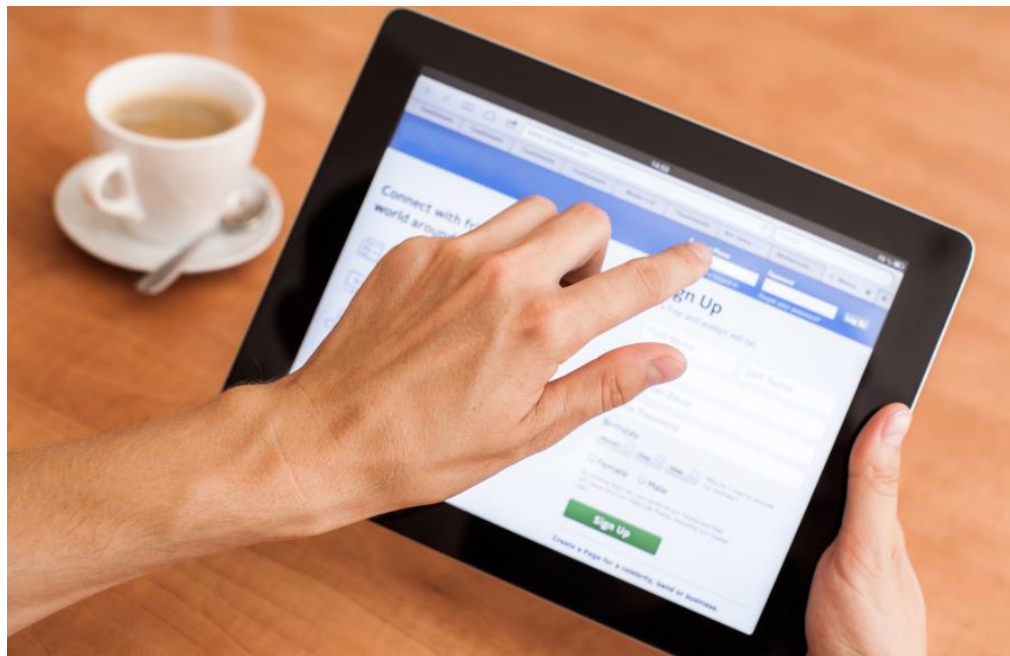
facilitate interaction and engagement, creating a sense of community among supporters. Live streaming on Facebook can further enhance community engagement by providing real-time updates and fostering direct interaction between organizations and their supporters. Such interactions can help small and large nonprofits alike in nurturing long-lasting relationships with their audience. Additionally, Facebook's partnership programs can provide nonprofits with resources and support to maximize their online presence.





The platform often collaborates with nonprofits, offering training sessions and best practice guides to help improve their digital strategies. By participating in these programs, organizations can gain insights into maximizing their efforts on social media, ensuring they stay ahead in an increasingly digital world. These collaborations serve as a valuable learning resource for nonprofits looking to enhance their fundraising and outreach capabilities.

Finally, the storytelling aspect of Facebook cannot be overlooked. Through compelling visual content, including images and videos, charities can harness the power of storytelling to evoke emotions and drive engagement. Sharing stories of impact allows nonprofits to highlight their successes and the difference they are making



in the world. This narrative approach not only helps in building trust with their supporters but also inspires action and fuels momentum for their causes. By leveraging Facebook's tools and strategies, nonprofits and charities can effectively extend their reach, deepen engagement, and achieve their mission.

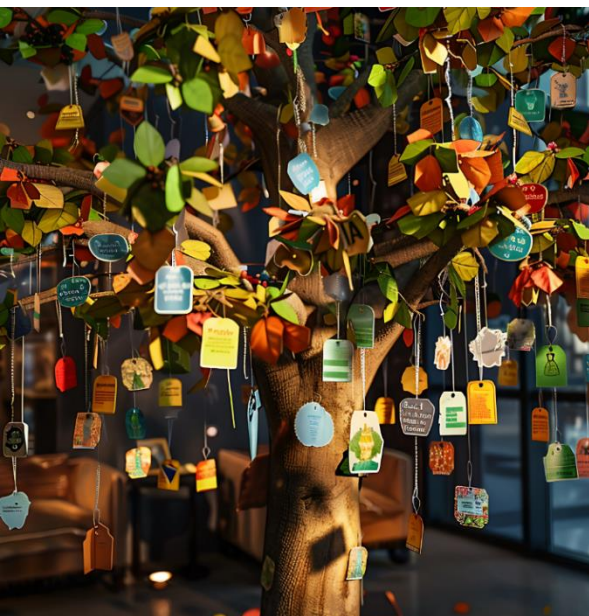
**[Here is how to use Facebook for nonprofits and charities.](#)**





## Using Facebook for Fundraising

Facebook's foremost advantage for nonprofits is its ability to tell compelling stories to engage donors and supporters continually. While it's challenging to quantify this influence in precise monetary terms, studies show that 59% of users inspired by a nonprofit's narrative eventually make online donations to support their preferred causes and missions. While unimaginative fundraising appeals may not elicit strong responses, updates that share the progress and achievements of your organization keep supporters informed and emotionally invested, increasing the likelihood that they will contribute as volunteers, donors, or event attendees.



Moreover, individuals are generally more inclined to follow your nonprofit on Facebook because their interactions—status updates, likes, and shares—act as public endorsements of their support. Engaging with your nonprofit on Facebook has become a form of digital advocacy, which, despite being sometimes dismissed as slacktivism, reflects a growing trend of deepening commitment over time. Fifty percent of users who follow nonprofit pages on Facebook subscribe to just five such organizations. Therefore, if they continue to follow your nonprofit's page over

months or years, it is crucial to keep them engaged and inspired, as over half of these followers might ultimately make a monetary contribution.

Additionally, some supporters will leverage their networks on Facebook to support and fundraise for your cause and mission. This peer-to-peer interaction plays a significant role in driving revenue for your social fundraising efforts, with approximately 15% to 18% of donations being directly referred from Facebook.

**[Here is how to create a nonprofit fundraiser on Facebook.](#)**





## What You Must Do about Fundraising on Facebook

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**Set clear goals:** Before launching your fundraising campaign, clearly define your objectives. Determine the amount of money you hope to raise and for what specific purpose, cause and or mission. Having a clear goal not only helps guide your strategy but also communicates a clear message to potential donors, making them more likely to contribute.

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**Create compelling content:** Use engaging and visually appealing content to capture the attention of your audience. This can include high-quality photos, videos, and infographics that tell the story of your cause and its impact. Personal stories and testimonials can be particularly powerful in conveying the urgency and importance of your mission.

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**Utilize Facebook fundraising tools:** Take advantage of Facebook's built-in fundraising features, such as the donation button and fundraiser pages. These tools make it easy for supporters to donate directly through Facebook, streamlining the process and eliminating barriers to giving. Set up a dedicated fundraising page to provide updates and thank donors regularly.

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**Leverage live streaming:** Hosting a Facebook Live event can be a dynamic way to engage with your audience in real-time. You can use live streams to showcase your work, host Q&A sessions, or offer virtual tours of your projects. Encourage viewers to donate during the event by sharing your fundraising link and setting donation milestones to engage attendees.

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**Engage your community:** Encourage your supporters to share and promote your fundraiser with their networks to expand your reach. Harness the power of peer-to-peer fundraising by asking dedicated supporters to start their own Facebook fundraisers on behalf of your organization. Building a community of advocates can significantly boost your campaign's visibility and success.

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## What You Must Avoid while Fundraising on Facebook

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**Avoid vague messaging:** Don't launch a fundraiser without a clear, concise message. Avoid being vague about your goals and the impact of donations. Make sure to communicate exactly what the funds will be used for and how they will contribute to your cause. This clarity will help build trust and encourage potential donors to contribute.

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**Don't underestimate engagement:** Passive fundraising is ineffective. Avoid simply posting your fundraiser and expecting people to donate. Engage with your audience through regular updates, thank-you notes, and responses to comments. Active interaction not only boosts your campaign's visibility on users' newsfeeds due to Facebook's algorithms but also creates a more genuine connection with potential donors.

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**Neglecting visual content:** Avoid using text-heavy posts without engaging visuals. A lack of compelling images or videos can lead to lower engagement levels. Use high-quality visuals that effectively represent your cause and add a personal touch to your story to capture interest.

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**Ignoring analytics:** Don't overlook the importance of monitoring your campaign's performance using Facebook's analytics tools. Failing to understand what types of content or calls-to-action are most effective can result in a less successful fundraiser. Use this data to adapt your strategy and improve outreach efforts.

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**Lack of promotion:** Avoid relying solely on organic reach for your fundraiser. Without utilizing Facebook ads or encouraging shares, your campaign might not reach a wide audience. Consider a small budget for targeted ads to increase visibility, and actively encourage your followers to share your posts to expand your outreach naturally.

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## Safety Measures while Fundraising on Facebook

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**Protect personal information:** Ensure that sensitive information, such as donor payment details, remains secure. Advise your donors to use only Facebook's official donation tools, as these have built-in security measures. Remind them never to share personal financial information through direct messages or posts.

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**Verify fundraiser authenticity:** Make sure that your organization's official Facebook page is verified, so donors know the fundraiser is legitimate. This verification adds credibility and can help prevent fraudulent activities. Encourage supporters to confirm they are donating to the right page before making a contribution.

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**Monitor fundraiser activity:** Regularly check your fundraiser for suspicious activity or comments. Quickly address any concerns, such as spam or misleading information, and report or block suspicious users as necessary. Maintaining a vigilant eye on your fundraiser can help you mitigate potential risks early.

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**Communicate transparently:** Be open about how the funds will be used and update donors regularly on your progress. Transparency helps build trust with your audience and assures them that their contributions are being used responsibly.

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**Educate your audience:** Provide donors with information on how to securely contribute to your cause. Encourage them to donate through Facebook's official channels and be cautious of phishing attempts. Educating your audience can empower them to protect themselves against scams

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## RTC

### **We value your feedback:**

Thank you for taking the time to explore our pamphlet. At RTC, our mission is to promote a safer and more inclusive civic space for NGOs and activists. We believe that continuous improvement is only possible with the valuable input of our dedicated readers and stakeholders.

We warmly welcome any corrections, comments, or suggestions you may have. Your feedback is crucial in helping us enhance our resources and support for the community. Please don't hesitate to reach out and share your thoughts with us by sending emails to [info@righttoconnect.org](mailto:info@righttoconnect.org).

For more in-depth manuals, additional guidance, and updates on our ongoing efforts, we invite you to visit our website at [www.righttoconnect.org](http://www.righttoconnect.org). Here, you will find a wealth of information and tools designed to empower NGOs and promote a secure environment in which they can thrive.

Together, we can build a more vibrant and supportive civic space. Thank you for your partnership and commitment.

Warm regards,  
RTC's civic education team

*Note: As technology continues to evolve rapidly, please stay informed of any new changes and updates.*

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